

Message Text

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PAGE 01 STATE 016690
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FM SECSTATE WASHDC
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AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART

UNCLAS STATE 016690

E.O. 11652: N/A

TAGS: BEXP, AFSP, GW

SUBJECT: COUNTRY COMMERCIAL PROGRAM (CCP), FOR GERMANY
(FRG) - FY-1979 GUIDANCE

REF: (A) BONN 05658; (B) STATE 44899; (C) STATE 00018

1. THE FOLLOWING OBSERVATIONS AND COMMENTS ADDRESS THE
PRELIMINARY INPUTS FOR THE FY-1979 FRG CCP CONVEYED BY
REFTEL (A) IN RESPONSE TO REFTEL (B). THEY ARE PROVIDED
AS GUIDANCE TO ASSIST THE POST IN FORMULATING ITS DRAFT
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CONTRIBUTION TO THE FY-1979 PROGRAM.

2. WE AGREE THAT THE THRUST OF THE FY-1979 CCP ACTIVI-
TIES SHOULD NOT DIFFER TO ANY GREAT DEGREE FROM THE FY-
1978 CCP, AND BELIEVE THAT THE PATTERN AND THEMES OF THE
SUGGESTED CAMPAIGNS AND ACTIVITIES OUTLINED IN REFTEL (A)
CONTINUE TO CONSTITUTE OUR PRINCIPAL COMMERCIAL OBJECTIVES

AND THE OPTIMUM APPROACH TO EXPLOITING IMPORTANT MARKETING OPPORTUNITIES FOR AMERICAN BUSINESS.

3. WITH POST'S CONCURRENCE, WE HAVE SCHEDULED FOR THE US INTERNATIONAL MARKETING CENTER IN FY-1979, SIX PROMOTION EVENTS IN MAJOR GERMAN EXHIBITIONS IN ELECTRONIC COMPONENTS, AUDIO VISUAL AND EDUCATIONAL TRAINING AIDS,

MEDICAL EQUIPMENT, LASER AND ELECTRO-OPTIC EQUIPMENT, COMPUTERS AND PERIPHERALS AND ONE CONSUMER GOODS EXHIBITION ON HARDWARE.

4. PER REFTEL (A), WE WOULD LIKE TO DRAW YOUR ATTENTION TO PAR 2A(7), REGARDING THE CAMPAIGN ON TRANSPORTATION SYSTEMS FOR PEOPLE AND GOODS (INCLUDING PACKAGING, STORAGE AND CONTROL ELEMENTS). AS POST AWARE, OIM WAS COMPELLED TO CANCEL PARTICIPATION IN TRANSPORT '78 BASED UPON THE STRONG NEGATIVE RECOMMENDATIONS OF THE OPERATIONAL PLANNING DIVISION, AFTER EXTENSIVE POLLING OF U.S. INDUSTRY, AND A FOREIGN AGENCY POLL CONDUCTED BY POST. WE ARE ANXIOUS TO DETERMINE WHETHER POST WISHES TO CONTINUE WITH THIS AS A MAJOR CAMPAIGN. IN VIEW OF RANKING THIS AREA IN LATEST BEST PROSPECTS, WOULD IT NOT BE MORE DESIRABLE TO DELETE AS MAJOR CAMPAIGN AND CONVERT TO AN OSPE? WE WOULD APPRECIATE RECOMMENDATIONS REGARDING OTHER PROMOTIONAL EFFORTS OR ACTIVITIES WHICH COULD BE UNCLASSIFIED

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UNDERTAKEN AS POSSIBLE ALTERNATIVE CAMPAIGN.

5. WE NOTE AND WELCOME MISSION'S REFRESHING NEW EMPHASIS ON BROADENING ITS EFFORTS TO INCLUDE PRODUCING PRACTICAL MARKET RECONNAISSANCE STUDIES, HOWEVER, IN COVERING SUCH STUDIES IN CCP, POST'S ATTENTION IS DRAWN TO DISTINCTION BETWEEN MARKET RESEARCH AND OTHER REPORTING IN THE "INDIVIDUAL ACTIVITY DEFINITIONS" PROVIDED WITH INSTRUCTIONS FOR PREPARATION OF THE FY-78 PROGRAM. WE ARE INCLINED TO THINK THAT ALLOCATIONS OF TIME TO THESE STUDIES SHOULD BE COVERED UNDER MARKET RESEARCH.

6. REFTEL(A) INDICATES THAT POST CONTINUES TO PROJECT A STRONGLY RISING TREND IN CONSUMER GOODS. ALTHOUGH ONLY ONE CONSUMER GOODS EXHIBITION HAS BEEN SCHEDULED IN FY-1979 FOR THE IMC, WE INVITE YOUR RECOMMENDATIONS FOR ADDITIONAL SPECIAL POST EFFORTS IN THIS GROWING FIELD -- REFTEL (A) PAR 2A(3), CONSUMER GOODS: PRODUCTS FOR SPORT AND LEISURE.

7. COMMERCE WELCOMES ANY QUESTIONS OR FURTHER OBSERVATIONS REGARDING THE FOREGOING SHOULD POST FIND IT

DESIRABLE TO DO SO PRIOR TO SUBMISSION OF FINAL CCP DRAFT
DRAFT CONTRIBUTION. CHRISTOPHER

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